



ORDER

Flight Dates **08/20/12-08/28/12**

Contract / Revision **307009 /** **Quayle for AZ CD-6 2012**

Original Date / Revision 08/09/12 08/09/12 Agency Com 15%

Billing Contact

Advertiser **Quayle / Republican / Congr**
814 King Street - Suite 400
Alexandria, VA 22314-3039

Agency **Smart Media Group**

Buying Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **820828**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-6

Advertiser Ref

Primary Account Executive
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	15	\$6,757.50	\$7,950.00	0.00	07/30/12	08/26/12	15	\$6,757.50	\$7,950.00
September 2012	3	\$1,211.25	\$1,425.00	0.00	08/27/12	08/27/12	3	\$1,211.25	\$1,425.00
Totals	18	\$7,968.75	\$9,375.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KNXV	08/20/12	08/27/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	1-111--	:30	4	\$225.00	P-6	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	1-111--		4			\$225.00			0.00			
Week: 08/27/12		08/27/12	09/02/12	1-----		1			\$225.00			0.00			
2	KNXV	08/20/12	08/27/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	11111--	:30	5	\$200.00	P-6	0.00	NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			



KNXV

Print Date: 08/09/12

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Contract / Revision **307009** Flight Dates **08/20/12-08/28/12**

Hiatus Dates

Original Date / Revision 08/09/12/ 08/09/12

Order Sep 00:20:00

Advertiser **Quayle / Republican / Cong** Product **Quayle for AZ CD-6 2012**

Estimate # **820828**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	KNXV	08/20/12	08/27/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	11111--	:30	5	\$200.00	P-6	0.00	NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	11111--					5	\$200.00		0.00			
Week:		08/27/12	09/02/12	1-----					1	\$200.00		0.00			
E 3	KNXV	08/20/12	08/27/12	Monday Prime C Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$1,000.00	P-6	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----					1	\$1,000.00		0.00			
Week:		08/27/12	09/02/12	M-----					1	\$1,000.00		0.00			
4	KNXV	08/24/12	08/24/12	Friday 8-10pm Friday 8-10pm	CM	8-10pm	----F--	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	----F--					1	\$1,500.00		0.00			
5	KNXV	08/25/12	08/25/12	ABC Saturday Prime Saturday Prime	CM	7pm-10pm	-----S-	:30	1	\$750.00	P-6	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					1	\$750.00		0.00			
6	KNXV	08/26/12	08/26/12	Sunday Prime B Sunday Prime B	CM	7pm-8pm	-----S	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$1,500.00		0.00			
7	KNXV	08/21/12	08/21/12	Tuesday Prime B Tuesday Prime B	CM	8pm-9pm	-T-----	:30	1	\$1,000.00	P-6	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----					1	\$1,000.00		0.00			
8	KNXV	08/20/12	08/24/12	M-F 10am-11am The View	CM	10am-11am	MTWTF--	:30	1	\$300.00	P-6	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MTWTF--					1	\$300.00		0.00			
														Totals	18 \$9,375.00

*Tax 1 Note: Tax 0.5%.

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